

ORDER



A GANNETT COMPANY

WTLV-TV

Jim Quinn

T-PHI

NAT

Orders Order / Rev: 714482
 Alt Order #: 06320793
 Product Desc: FRIENDS OF C MACK
 Estimate: 483
 Flight Dates: 09/19/12 - 09/24/12
 Original Date / Rev: 09/18/12 / 09/18/12
 Order Type: Political

Primary AE:
 Sales Office:
 Sales Region:

Agency Name: McLaughlin & Associates/ POL
 Buying Contact:
 Billing Contact:
566 South Route 303
Blauvelt, NY 10913

Billing Type:
 Billing Calendar:
 Billing Cycle:
 Agency Commission:

Cash
 Broadcast
 EOM/EOC
 15%

Advertiser Name: Mack,C/ R / Senate
 Demographic: A65+
 Product Codes: IS-Candidate/US Senate
 Priority: P-3
 Revenue Codes: AGY, GEN, POL

New Business Thru:
 Order Separation:
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	11	\$3,910.00	\$3,323.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$3,910.00	\$3,323.50	0.00
Totals	11	\$3,910.00	\$3,323.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	19%	\$3,910.00
Market	100%	\$20,578.95

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	48%	\$9,877.89
WJXX	4%	\$823.16
WTEV	29%	\$5,967.89

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/24/12	09/24/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$375.00		0.00			
E 2	WTLV	09/19/12	09/21/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	--WTF--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		2				\$375.00		0.00			
E 3	WTLV	09/24/12	09/24/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	M-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$80.00		0.00			

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E 4	WTLV	09/19/12	09/19/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	--W---	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 --W--- 1 \$80.00 0.00															
E 5	WTLV	09/24/12	09/24/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	M-----	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 1 \$475.00 0.00															
E 6	WTLV	09/19/12	09/20/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--WT---	:30	2	\$475.00	P-3	0.00	NM	2	\$950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 --WT--- 2 \$475.00 0.00															
E 7	WTLV	09/24/12	09/24/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 1 \$400.00 0.00															
E 8	WTLV	09/19/12	09/20/12	LN (M-Su) Late News (M-Su)	CM	11-1135p (11:00 PM-11:30 PM)	--WT---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 --WT--- 2 \$400.00 0.00															
														Totals 11 \$3,910.00	